



1/14

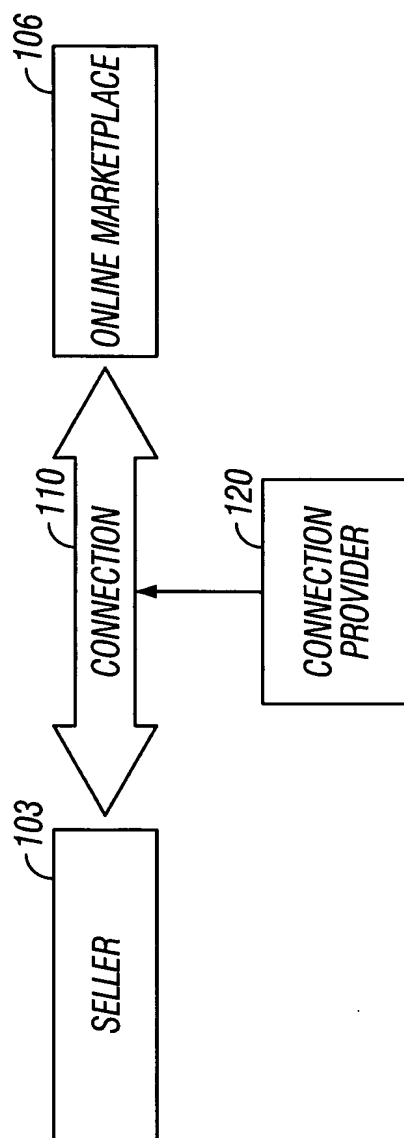


FIG. 1

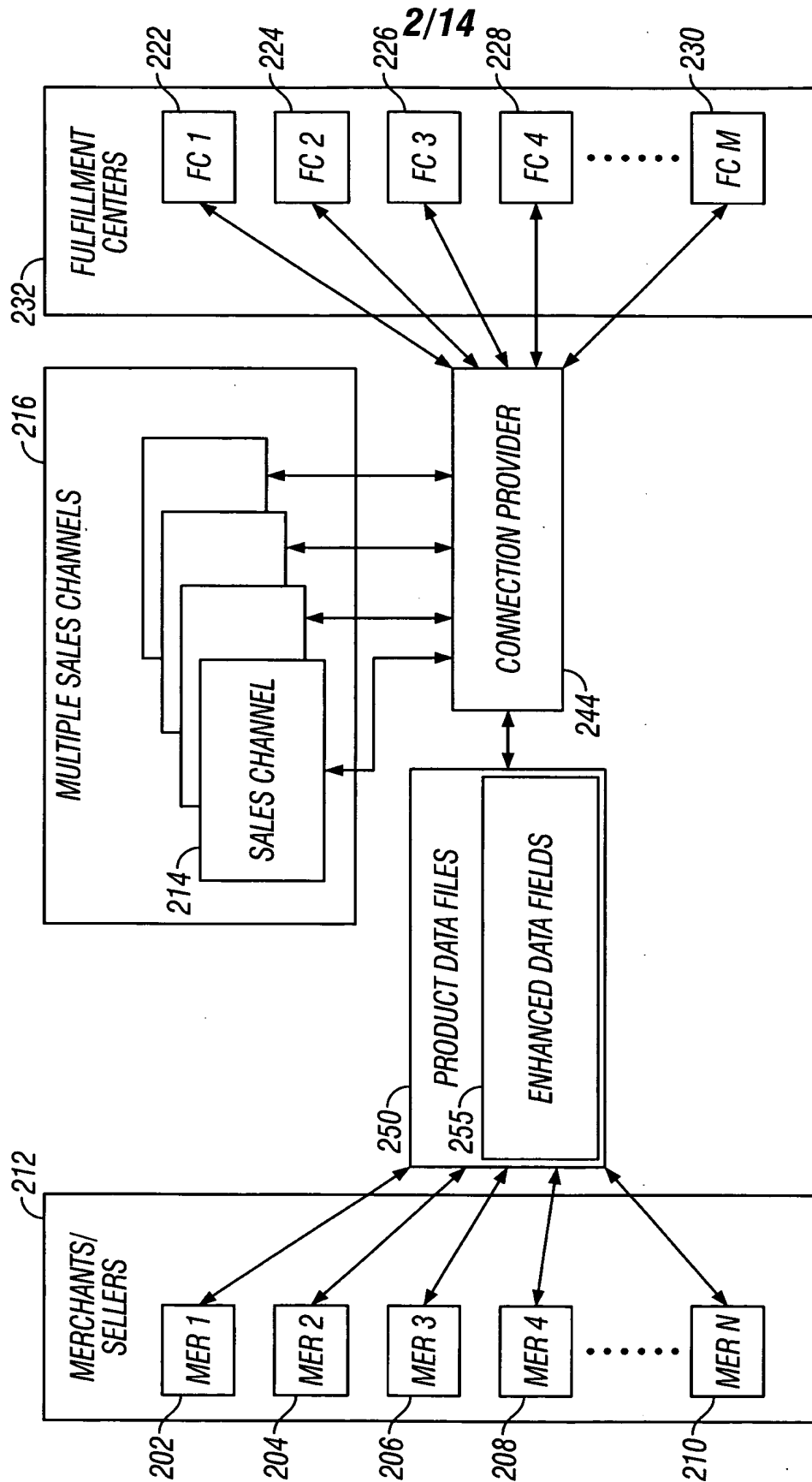


FIG. 2

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PRODUCT DATA FILE (PDF)
300

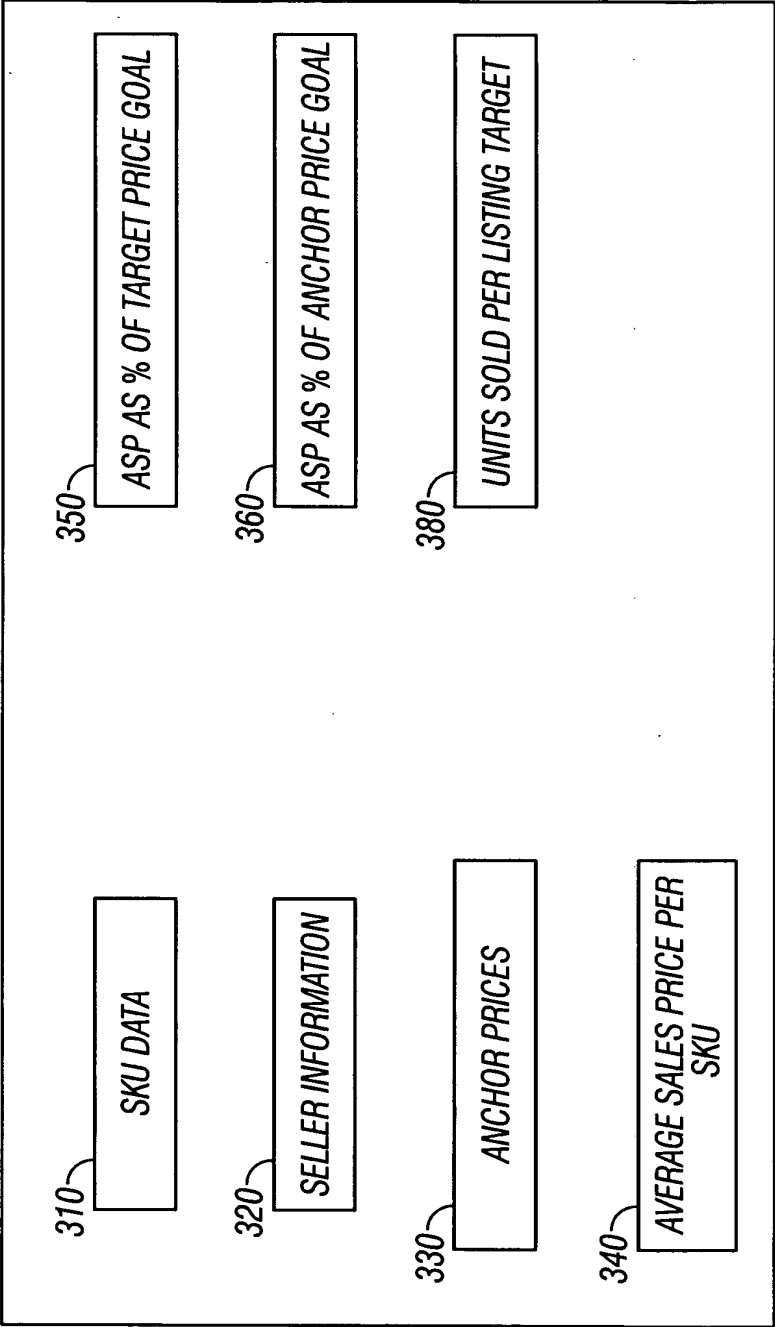


FIG. 3

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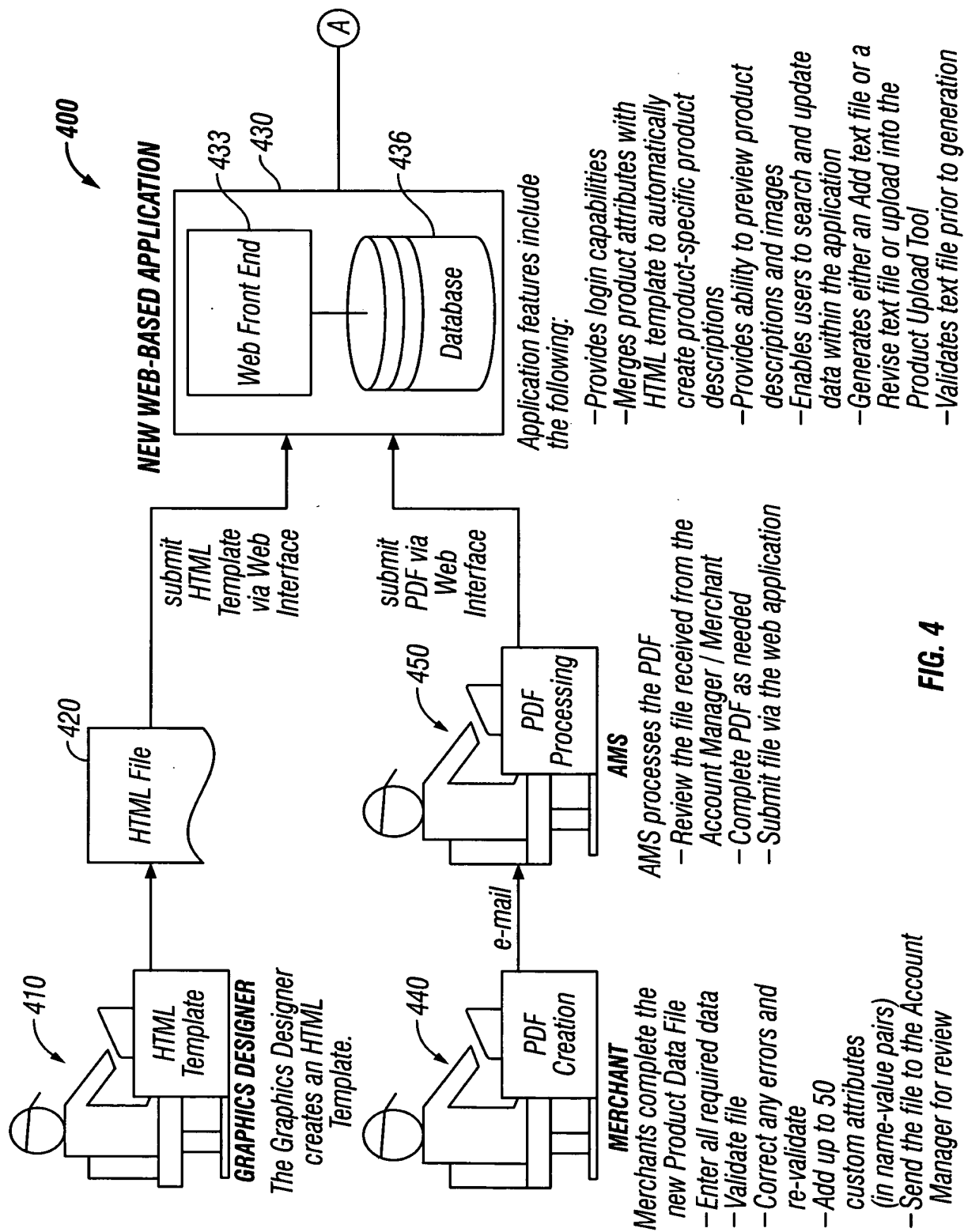


FIG. 4

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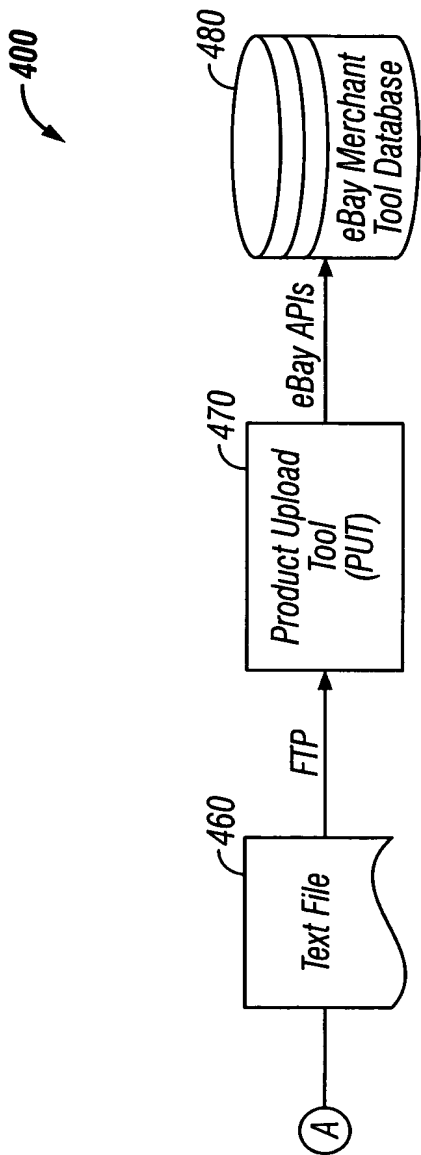


FIG. 4
(Continued)

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523

518

Merchant Logo  Weekly and Monthly Dashboard for [Merchant Name]
 Week of December 14, 2003

528

Executive Summary

- *Bullet point highlights from Account Manager*
 - *Key insights*
 - *Performance alerts (positive and negative)*
 - *Recommendations*

513

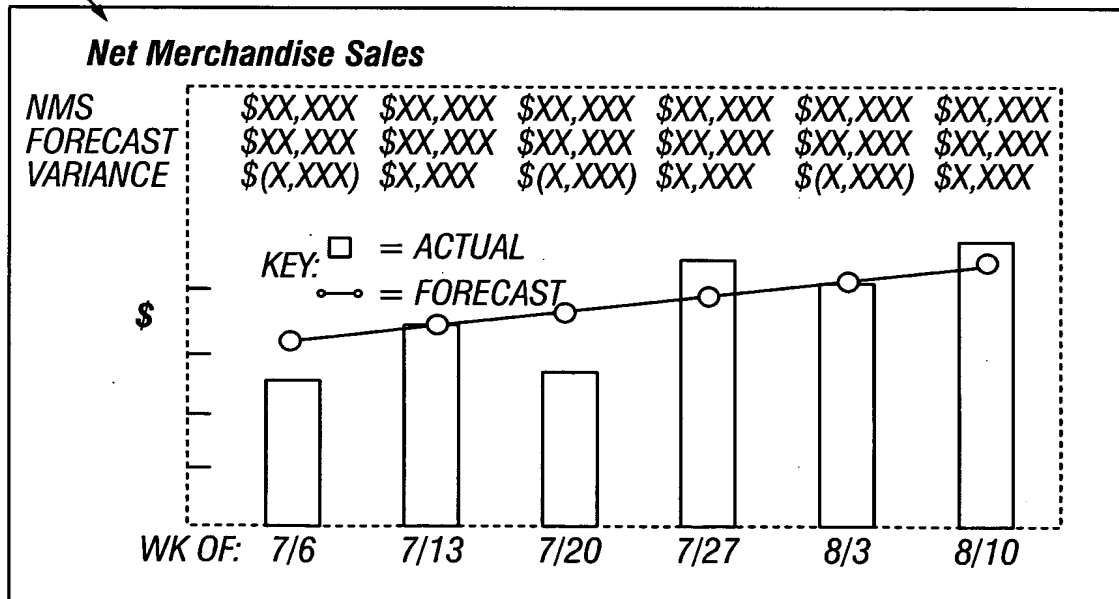


FIG. 5A

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Top Line Highlights			
Metric	Current Wk	Past Wk	Change
NMS	\$40,000	\$39,000	\$1,000
NMS TO DATE	\$850,000	\$810,000	\$4,000
#LISTED SKUs	135	145	(10)
AUCTION			
NMS	\$30,000	\$30,000	0
#LISTINGS	275	275	0
#UNITS SOLD	300	225	75
CR%	80%	75%	5%
FIXED PRICE			
NMS	\$9,000	\$8,000	\$1,000
#LISTINGS	100	120	5
#UNITS SOLD	175	200	(25)
UNITS SOLD/LISTING	1.8	1.7	0.1
STORE SALES			
NMS	\$1000	\$1000	0
#LISTINGS	25	25	0
#UNITS SOLD	25	30	(5)
UNITS SOLD/LISTING	1.0	1.2	(0.2)
ASP\$	\$80.00	\$86.67	(\$6.67)
ASP% OF TARGET	95%	93%	2%
ASP % OF ANCHOR (XXX)	125%	120%	5%

FIG. 5A
(Continued)

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Bottom Line Highlights			
Metric	Current Wk		%NMS
GMS	\$43,000		
NMS	\$40,000		
EBAY FEES	\$X,XXX	(est)	X.X%
PAYPAL FEES	\$X,XXX		X.X%
C2E FEES	\$X,XXX		X.X%
WAREHOUSE	\$X,XXX		X.X%
TOTAL FEES	\$X,XXX		XX.X%
NET PROCEEDS	\$XX,XXX		XX.X%

Product Highlights: Slow Movers						
SLOW MOVERS:	GMS \$	UNITS SOLD	TIMES LISTED	UNITS IN STOCK	GMS POTENTIAL	START\$/ TARGET\$
1. PRODUCT TITLE SKU	—	—	—	—	—	—
2. PRODUCT TITLE SKU	—	—	—	—	—	—
3. PRODUCT TITLE SKU	—	—	—	—	—	—

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FIG. 5A
(Continued)

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Product Highlights: Best Sellers						
TOP \$ SELLERS:	GMS \$	UNITS SOLD	UNITS IN STOCK	ASP \$	GMS POTENTIAL	ASP\$/ TARGET
1. <i>PRODUCT TITLE</i> SKU	—	—	—	—	—	—
2. <i>PRODUCT TITLE</i> SKU	—	—	—	—	—	—
3. <i>PRODUCT TITLE</i> SKU	—	—	—	—	—	—
<hr/>						
TOP UNIT SELLERS:	GMS \$	UNITS SOLD	UNITS IN STOCK	ASP \$	GMS POTENTIAL	ASP\$/ TARGET
1. <i>PRODUCT TITLE</i> SKU	—	—	—	—	—	—
2. <i>PRODUCT TITLE</i> SKU	—	—	—	—	—	—
3. <i>PRODUCT TITLE</i> SKU	—	—	—	—	—	—
<hr/>						
TOP MARGIN PRODUCERS:	GMS \$	UNITS SOLD	UNITS IN STOCK	ASP \$	GMS POTENTIAL	ASP\$/ TARGET
1. <i>PRODUCT TITLE</i> SKU	—	—	—	—	—	—
2. <i>PRODUCT TITLE</i> SKU	—	—	—	—	—	—
3. <i>PRODUCT TITLE</i> SKU	—	—	—	—	—	—

FIG. 5A
(Continued)

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500

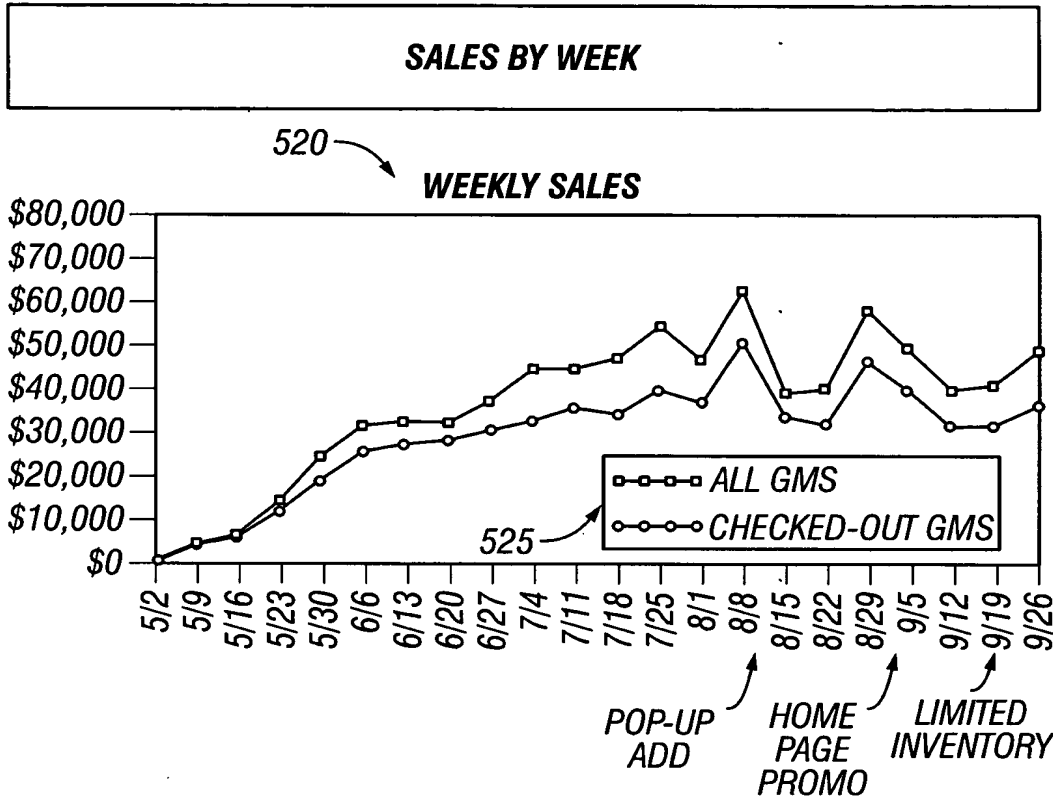


FIG. 5B

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KEY STATISTICS

- **YEAR-TO-DATE GMS¹:** \$800,000
- **LAST WEEK NMS²:** \$50,000
- **CURRENT WEEK NMS²:** \$28,000 (TUES)
- **AVG. RECOVERY³:** 118%
- **AVERAGE SELLING PRICE:** \$89.57
- **#UNITS SOLD²:** 500
- **#SKUs LISTED:** 200

• **HOT ITEMS**

535

- SKU ABC - HOME THEATER SYSTEM
- SKU DEF - MICROWAVE
- SKU GHI - HP LAPTOP
- SKU JKL - HI-FI VCR
- SKU MNO - NOISE CANCELING HEADPHONES

545

• **OTHER NOTEWORTHY NEWS**

--825 ORDERS HAD SHIPPING DELAYS FROM 9/23-10/6 DUE TO CHANGES MADE TO SYSTEMS

-MADE ADJUSTMENTS TO AUCTION STRATEGY ON 10/1 TO INCREASE RECOVERY

547

-97.9% POSITIVE FEEDBACK ACHIEVED

549

-RECOMMEND ADDING INVENTORY BEHIND SKUS _____ AND _____ TO SUPPORT UPCOMING EBAY SEASONAL PROMOTION

527

- ¹ GROSS MERCHANDISE SALES (INCLUDES ALL CHECKED OUT SALES AND UNCHECKED OUT SALES FOR PAST 30 DAYS)
- ² NET MERCHANDISE SALES (CHECKED OUT GROSS MERCHANDISE SALES)
- ³ AVERAGE RECOVERY AGAINST LOWEST CHANNEL

FIG. 5B
(Continued)

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RESERVED		RESERVED	
610 REQUIRED		605	
MAIN DESCRIPTION		RESERVED ATTRIBUTE 601	
RESERVED ATTRIBUTE 600		RESERVED ATTRIBUTE 601	
<p><P> SINGLE-BUTTON FRONT, NOTCHED COLLAR, BUTTON TRIM ON SLEEVES. PRINCESS SEAMS FOR FLATTERING SHAPE AND ON-SEAM POCKETS. 100% LINEN. DRY CLEAN. IMPORTED. </P></p>		<p>SOLD IN POPPY. PLEASE CHECK LISTINGS FOR ADDITIONAL COLORS.</p>	
<p>SINGLE-BUTTON FRONT, NOTCHED COLLAR, BUTTON TRIM ON SLEEVES. PRINCESS SEAMS FOR FLATTERING SHAPE AND ON-SEAM POCKETS. 100% LINEN. DRY CLEAN. IMPORTED. </P></p>		<p>SOLD IN POPPY. PLEASE CHECK LISTINGS FOR ADDITIONAL COLORS.</p>	
<p>CHADWICK'S LINEN JACKET 10P CAREER POPPY</p>		<p>CHADWICK'S LINEN JACKET 10P CAREER POPPY</p>	
<p>LINEN NEW</p>		<p>LINEN NEW</p>	
<p>21213444510P4530</p>		<p>21213444510P4530</p>	

FIG. 6A

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FIG. 6B

660 FIELD CATEGORIES	680 REQUIREMENTS	682 SERVICE OFFERING	684 DISPLAY	686 DESCRIPTIONS	688 EXAMPLES
662 ATL CHANGE	NUMERIC	ALL SO	REQUIRED	QUANTITY ON HAND AVAILABLE TO LIST ON THE SITE. FOR S04S, THIS NUMBER WILL COME FROM FULFILLMENT	10
664 DEFAULT QUANTITY TO LIST	NUMERIC	ALL SO	OPTIONAL	USED IF A SPECIFIC NUMBER OF PRODUCTS WILL BE LISTED FOR EVERY AUCTION	1
667 MSRP	NUMERIC	ALL SO	REQUIRED	MANUFACTURER SUGGESTED RETAIL PRICE FOR THE PRODUCT. EITHER MSRP, COGS, OR BOTH MSRP AND COGS IS REQUIRED FOR EACH SKU. DO NOT USE \$	59.99
668 COGS	NUMERIC	ALL SO	REQUIRED	COST OF GOODS SOLD FOR THE PRODUCT. EITHER MSRP, COGS, OR BOTH MSRP AND COGS IS REQUIRED FOR EACH SKU. DO NOT USE \$	19.45
670 TARGET PRICE	NUMERIC	ALL SO	OPTIONAL	THIS PRICE IS THE TARGET FOR A SPECIFIC ITEM. DO NOT USE \$	59.99
672 DEFAULT STARTING PRICE	NUMERIC	ALL SO	OPTIONAL	THIS PRICE FIELD IS AN OPTION TO START EACH AUCTION FOR THIS PRODUCT - SHOULD BE CONSIDERED AFTER THE PRODUCT STRATEGY HAS BEEN DEFINED. DO NOT USE \$	39.99
674 DEFAULT AUCTION BIN PRICE	NUMERIC	ALL SO	OPTIONAL	THIS PRICE FIELD IS AN OPTIONAL BIN (IF OPTION IS SELECTED) DEFAULT - SHOULD BE CONSIDERED AFTER THE PRODUCT STRATEGY HAS BEEN DEFINED. DO NOT USE \$	59.99
676 DEFAULT AUCTION RESERVE PRICE	NUMERIC	ALL SO	OPTIONAL	THIS PRICE FIELD IS AN OPTIONAL RESERVE PRICE (IF OPTION IS SELECTED) DEFAULT - SHOULD BE CONSIDERED AFTER THE PRODUCT STRATEGY HAS BEEN DEFINED. DO NOT USE \$	42.99
678 DEFAULT STORE BIN PRICE	NUMERIC	ALL SO	OPTIONAL	THIS FIELD WILL PROVIDE THE START/END PRICE FOR A STORE (IF STORE LISTING ONLY) DO NOT USE \$	59.99

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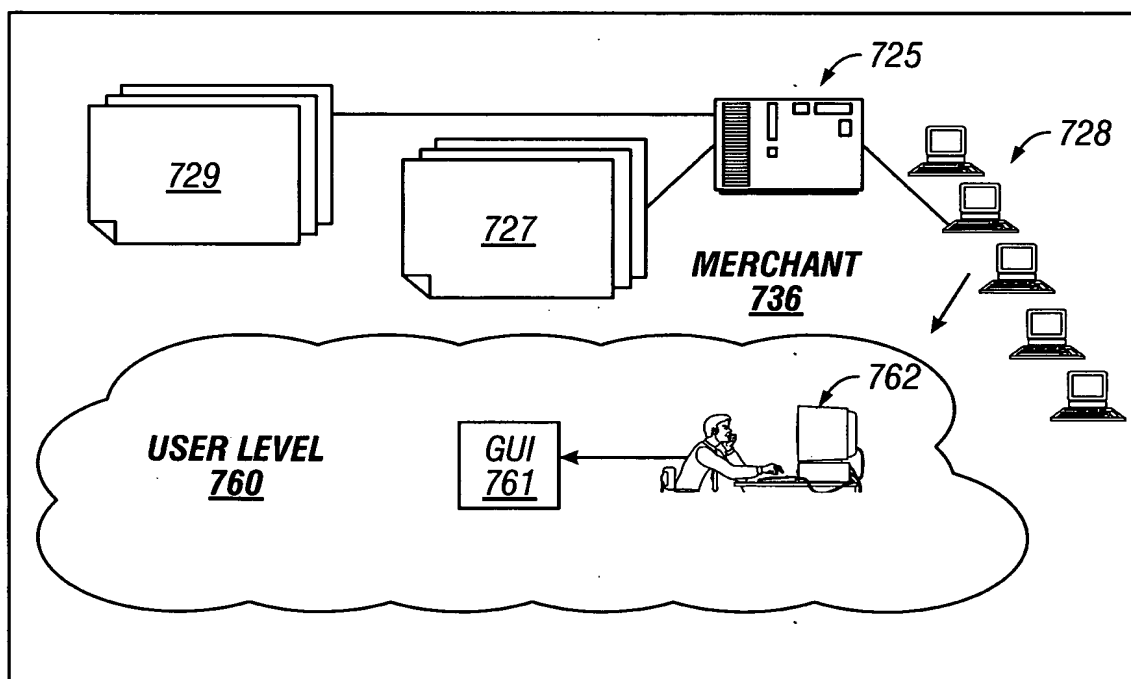
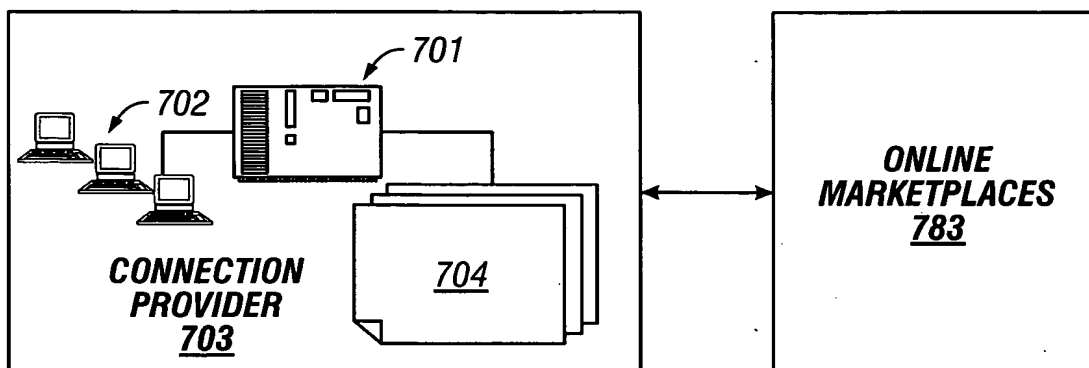


FIG. 7